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ABSTRACT

This comprehensive guide to effectively marketing continuing education programs and courses consists of the following chapters: (1) "The Strategic Role of Marketing for Organizational Success" (Robert G. Simerly); (2) "Integrating Marketing into Strategic Planning" (Simerly); (3) "Learning More about Your Market: Sources and Uses of Data" (Dennis L. Tarr); (4) "How to Develop an Integrated Marketing and Advertising Plan" (Kenneth S. Foster); (5) "A Sample Marketing and Advertising Plan" (Foster); (6) "Planning Programs to Enhance Institutional Image" (Donald E. Hanna); (7) "Choosing the Best Locations for Continuing Education Programs" (Carolyn R. Carson); (8) "Making Customers and Quality Service a Priority" (Craig D. Wiedemann); (9) "Determining an Effective Marketing Mix" (Judith K. Riggs); (10) "Increasing the Success of Direct-Mail Marketing" (Ralph D. Elliott); (11) "How to Design and Lay Out Successful Brochures and Catalogues" (Judith A. Markoe); (12) "Writing Effective Brochure Copy" (Simerly); (13) "How to Find and Select Mailing Lists That Get Results" (Francis E. Andrew); (14) "Setting Up a Production Schedule and Checklist for Direct-Mail Marketing" (Simerly); (15) "Developing an Overall Public Relations Plan and Budget" (Dawn Marie Patterson); (16) "How to Attract Radio, Television, Newspaper, and Magazine Publicity" (Jerry W. Gilley); (17) "Developing Ongoing Relationships in the Community" (Mary Lindenstein Walshok); (18) "Tracking the Results of Public Relations Efforts" (Joann Condino); (19) "Developing an Overall Advertising Plan and Budget" (Katherine Livingston Allen); (20) "How to Design and Lay Out Newspaper and Magazine Ads" (Deanna M. Maneker); (21) "Writing Effective Advertising Copy: Eight Principles for Success" (Simerly); (22) "How to Work with an Advertising Agency" (Chuck Buck); (23) "Tracking the Results of Advertising" (Maris A. St. Cyr); (24) "How Every Staff Person Can Be a Salesperson" (Carol D. Holden); (25) "Successful Telemarketing Techniques for Continuing Education" (B. Ray Holland); (26) "Exhibiting at Conferences, Conventions and Trade Shows" (Susan Coats); (27) "Involving Clients in the Development and Marketing of Programs" (Richard B. Fischer); (28) "How to Organize and Staff the Marketing Office" (Dennis P. Prisk); (29) "Budgeting for Marketing Activities and Staff Costs" (Prisk); (30) "Gaining Institutional Support for Marketing" (Doe Hentschel); (31) "Keeping Abreast of Market Changes" (Edward G. Simpson, Jr.); (32) "Seventy-Five Tips for Avoiding Common Marketing Mistakes" (Simerly); and (33) "A Ten-Step Process to Ensure Success in

Marketing" (Simerly). Resources, references and an index are
appended. (KM)

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